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At the time of this report, only first returns were available on release of the industry's pamphlet "Tobacco and the Health of a Nation," released on July 20.

The following dispatch was carried as an advance on the United Press International wires.

UPI - 64

(RELEASE AT 6:30 P.M.)

(TOBACCO)

July 19, 1960

THE TOBACCO INSTITUTE ANNOUNCED PUBLICATION OF A PAMPHLET "TOBACCO AND THE HEALTH OF A NATION" WHICH "GIVES FACTS AND FIGURES FROM U.S. GOVERNMENT AND OTHER SOURCES: SHOWING HEALTH ADVANCES OVER THE LAST SIXTY YEARS.

IT SAID:

-- AMERICANS TODAY CAN EXPECT TO LIVE 23 YEARS LONGER THAN IN 1900.

-- DEATHS FROM LUNG CANCER AND MAJOR LUNG AILMENTS TODAY ARE 86 PER CENT LESS THAN IN 1900.

-- DEATHS FROM HEART DISEASE ARE 20 PER CENT LESS THAN 1928.

-- MEN ARE TALLER AND HEAVIER TODAY.

"THOSE WHO ARE AGAINST TOBACCO WILL PROBABLY CONTINUE TO TRY TO SCARE THE LIFE OUT OF THOSE WHO LIKE TO USE TOBACCO -- REGARDLESS OF THE FACTS," EDWARD F. RAGLAND, VICE PRESIDENT OF THE TOBACCO INSTITUTE SAID.

Tobacco Institute Cites Official Evidence On Nation's Health Gains

SUN

Greenville, Tennessee

July 21, 1960

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Washington - The Tobacco Institute, Inc. today cited official figures on the improving health and longevity of the American people as a challenge to "health scares" attacking the use of tobacco.

A pamphlet entitled "Tobacco and the Health of a Nation" notes that ever since tobacco began to be enjoyed by people throughout the world, its opponents have always attempted to make extreme charges against its use.

In announcing publication of the pamphlet, Edward F. Ragland, vice president of the Tobacco Institute, said, "This leaflet gives facts and figures from U. S. Government and other sources showing the tremendous advances made in the health of our people since the beginning of this century. Tribute should certainly go to the medical profession and the drug industry, as well as to our high standards of nutrition, for helping to give us a longer, healthier life.

"Those who attack cigarettes by blaming them for all kinds of health problems seem to overlook the fact that these health improvements have also occurred during the same period that the cigarette was constantly gaining widespread favor as the most popular form of tobacco use."

Major points shown in the leaflet are:

1. More Americans are living longer today than ever before, with life expectancy higher for every age group. The average length of life in the U.S. has risen from about 47 years to nearly 70 years in this century.

2. Death rates from major lung ailments in 1900 were 700 percent higher than they are today, with lung cancer included. These rates have dropped from about 430 deaths per 100,000 in 1900 to around 60 per 100,000 today.

3. Since 1928, age-adjusted death rates for major heart diseases, which allow for more people living into older age brackets, have declined from over 500 per 100,000 population to slightly over 400 per 100,000 today, and now are lower than at any other period in this century.

4. The average height and weight of young men have shown a steady increase since 1900. The physical measurements of freshmen recorded at annual enrollments by one major university have gone up more than two inches in height and more than 20 pounds in weight since the turn of the century.

"Those who are against tobacco

will probably continue to try to scare the life out of those who like to use tobacco - regardless of the facts," Mr. Ragland added.

The pocket-sized, six-page folder is being distributed by The Tobacco Institute, Inc., 910 Seventeenth Street, N.W., Washington 6, D.C. The Institute is an organization of manufacturers of cigarettes, smoking tobacco, chewing tobacco and snuff.

Tobacco-health dispute

The alleged link between heavy cigarette smoking and baleful disease still is being built up disturbingly by a considerable body of research. How is the tobacco industry reacting to it? Generally, it has been content to deny out-of-hand evidence purporting to show that smoking causes cancer or heart ailments. Now, though, in an unusual move, the Tobacco Institute, industry public relations arm, has come out flatly with "official evidence" that America is making health gains. In a booklet, "Tobacco and the Health of the Nation," TI offers figures to show that major lung ailments and heart diseases are on the decline. The conclusion by TI: This challenges the "health scares" attacking the use of tobacco. Safe assumption: The give-and-take on this topic will continue indefinitely.

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